market leader®

The Ultimate Guide to **Facebook Lead Ads**

For Real Estate Agents

market leader®

Dreaming of Getting Clients From Facebook Leads

(Without Having To Do Any of the Work)?

Your dream can become reality.
Say *hello* to **Network Boost.**

Let Market Leader's Network Boost do all of your Facebook lead generation for you so you can save time and money.

Here are all of the time-consuming tasks covered in this guide which you won't have to worry about:

- ▶ Creating your own ads
- ▶ Building the perfect audience for your ads
- ▶ Transferring leads into your CRM (before they've moved on)
- ▶ Engaging and nurturing leads until they're ready to take action
- ▶ Day-to-day campaign management
- ▶ Analyzing campaign performance to ensure you're spending money wisely

Learn More

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Facebook Advertising Is Hard. *This Guide Makes It Much Easier.*

To be honest, setting up ads on Facebook and Instagram to get leads isn't exactly easy. But even if things get complicated at times, you'll never have to worry about losing your way.

Because with this how-to guide, you've got the expertise of Facebook advertising veterans behind you who have more than a decade's worth of experience.

As long as you follow the instructions and avoid tinkering with some of the more complex maneuvers on your own, everything will go smoothly and you'll be able to start generating leads like a top-notch digital marketer.

It might be tempting to jump right into the step-by-step section, but we recommend reading through the whole guide first. That way, when you're creating your campaigns, you won't have to stop and read the other sections' how-tos to figure out what's best.

Let's get started!

Heads Up!

The Facebook Ads platform gets significant updates on a regular basis. They come often enough to outdate even the best of how-to guides. So it's possible that some minor details here and there may have changed by the time you create your campaign.

What To Do If You Feel Lost

For the sake of user-friendliness, this guide doesn't cover every aspect of the Facebook Ads platform. If you come across something that isn't mentioned here, we recommend sticking with the default setting. If there isn't one, most likely it's not important enough to address in a tutorial for beginners and you can just skip it and move on.

What Are Facebook Lead Ads?

Facebook offers several ways for businesses to create customizable posts that promote their products and services to highly specific audience segments. Most of the platform's ad options are meant to drive traffic to a website or another Facebook page.

But Facebook "lead ads" are different. When the user clicks on a lead ad, it opens an information-capture form within the Facebook app, as opposed to sending them to a web page.

Lead ads are a popular choice among digital advertisers because they usually provide high lead volume at a low cost per lead. And the personal information that's submitted is (at least theoretically) more accurate because it's pulled from the user's Facebook profile, which increases the likelihood that you'll capture qualified leads. Plus, you can easily post your ads on Facebook and Instagram simultaneously, since they're both Meta-owned platforms.
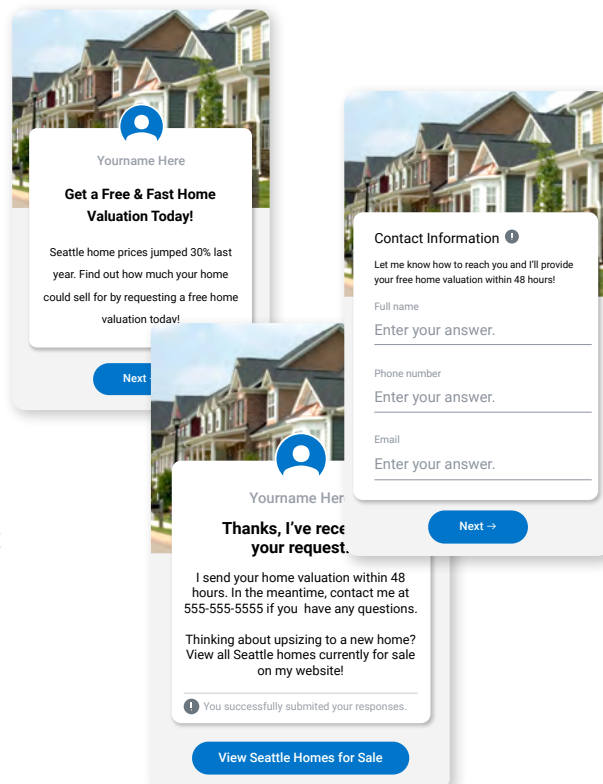
2 Steps To Complete Before You Can Create Ads

There are two preliminary setup requirements to take care of before you can start generating leads on Facebook and Instagram. Don't worry – it won't take long.

Step 1

You can't run Facebook ads using a personal profile, so you have to **set up a business page**. And besides, every real estate agent should have one anyway, since social media marketing is such a valuable way to generate leads. Facebook is perfectly designed to be a goldmine of lead engagement and networking opportunities, and you'll get the most gold from it with a business page.

Learn How To Set Up a Facebook Business Page

Step 2

Once you've set up your business page, you'll be able to **create an account with Facebook Ads Manager**, which is essentially the control center for your ads. It's where you'll design them, track performance, adjust your targeting settings, and find everything else related to your lead generation campaigns.

Learn How To Create Your Facebook Ads Manager Account

Setting Up a Campaign

Overview:

As with any other marketing campaign, it's always a good idea to start with clear objectives that establish the who, what, when, where, and why (Step 1). From there, we'll begin the technical process of setting up your campaign (Step 2). As part of that, we'll create what's called an "ad set," which is a group of variations of similar ads (Step 3). Finally, we'll design the ads themselves (Step 4).

Step 1: Establish an Objective

Your Facebook ad campaigns have the best chance of generating leads if each is targeted toward one group for one reason. Researchers have proven time and time again that highly focused messages that speak to the heart of a particular audience segment always outperform generic "catch-all" ads.

That's not to say there's anything wrong with trying to reach more than one type of prospect at a time. It's just that you should create a separate campaign for each objective.

Campaign Objective Examples:

▶ Targeting buyers in the 12345 ZIP code for the upcoming spring home-buying season
▶ Targeting FSBOs in the Western Hills neighborhood who are struggling to sell during the winter months
▶ Targeting families with young children in the Springfield area who are looking for larger homes near top-rated schools
▶ Targeting home investors and home flippers in the 12345 and 67891 ZIP codes

To help you identify strong campaign objectives of your own, here are some questions to consider.
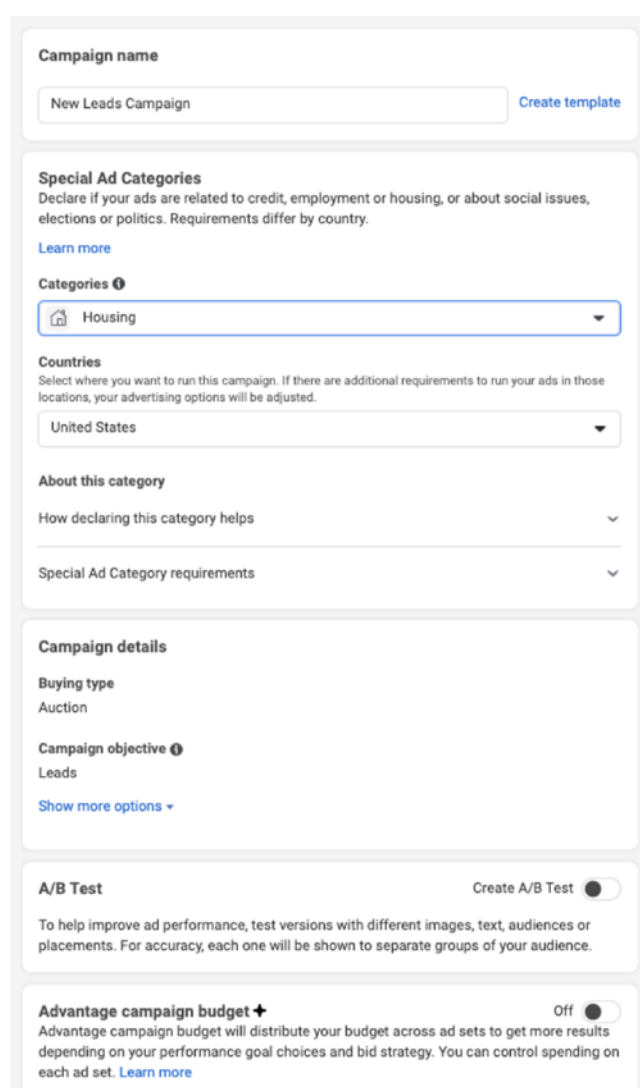
▶ **Who are you targeting?** Consider their demographics (e.g., age range, life stage, family/household situation) and what type of consumer they might be (e.g., buyer or seller).
▶ **What will your message be?** Think about your prospects' unique challenges, needs, questions, and interests and how you can help.
▶ **When will you run your ads?** Establish a timeline that makes sense according to the current season and the goals you've set.
▶ **Where are your prospects from?** Select a specific geographic location (or farm area) to target.
▶ **Why are you launching this particular campaign?** What are the results you hope to achieve? Consider setting goals that align with your overall real estate marketing plan.

Step 2: Set Up Your Campaign

▶ Sign in to your Facebook Ads Manager account.

▶ From the toolbar on the left side, click on the hamburger (the three stacked lines ≡), which opens up a menu. Click on **"Ads Manager."**

▶ Click on the green button that says **"Create."**

▶ From the "Buying type" dropdown menu, make sure **"Auction"** is selected, and from the list of "Choose a campaign objective" options, select **"Leads."**

Here's where you'll set up your first campaign.

▶ **Create a name**. We recommend establishing a naming convention and sticking with it, so you can stay organized. (For example, "Buyer Leads - 2023 Buying Season".)

▶ From the "Special Ad Categories," select **"Housing."** If you don't, you're signing yourself up for a headache as your ads are likely to get rejected as violating Facebook ads policies. Learn more about Special Ad Categories.

▶ You'll also see an option to run an "A/B Test". You certainly can, if you'd like. But for reasons we'll explain later, it's **not necessary**.

▶ Lastly, you'll see an option to turn on the "Advantage campaign budget" setting. Up to you, of course, but **we recommend leaving that off** unless you're fine surrendering full control of how your budget is spent to the Facebook Ads Manager.

▶ Click the "Next" button at the bottom right corner.

Campaign name

New Leads Campaign   Create template

Special Ad Categories
Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country.
Learn more
Categories ⓘ

🏠 Housing   ▾

Countries
Select where you want to run this campaign. If there are additional requirements to run your ads in those locations, your advertising options will be adjusted.

United States   ▾

About this category

How declaring this category helps   ⌄

Special Ad Category requirements   ⌄

Campaign details

Buying type
Auction

Campaign objective ⓘ
Leads
Show more options ▾

A/B Test   Create A/B Test ⬤

To help improve ad performance, test versions with different images, text, audiences or placements. For accuracy, each one will be shown to separate groups of your audience.

Advantage campaign budget ✦   Off ⬤
Advantage campaign budget will distribute your budget across ad sets to get more results depending on your performance goal choices and bid strategy. You can control spending on each ad set. Learn more

Step 3: Prep Your Ad Set

"Ad sets" are – you guessed it – sets of ads within a campaign. They're groups of what are essentially similar ads with slight variations in text and media.

You'll see four main panels on this page, including "Conversion," "Budget & schedule," "Audience," and "Placements."

- First, **name your ad set**. Again, we recommend sticking to a naming convention. (For example, let's say you're targeting buyers in the ZIP code 12345. You could name the ad set "Buyer Leads - 2023 Buying Season - 12345".)
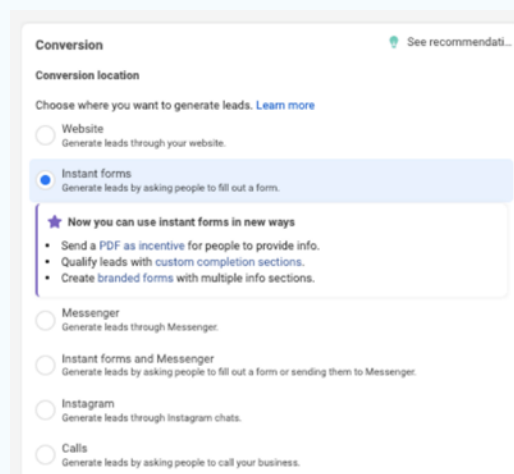
Conversion

- From the list of "conversion locations," select **"Instant forms."**
- Next, go to **"Facebook Page"** and select your Facebook business page from the dropdown menu.
- At the bottom of this panel, you'll see an option to set a **"Cost per result goal."** This allows you to tell the Facebook ads platform how much you'd like to spend on each lead. As Meta says, "If keeping the average cost per result around a certain amount is important, enter a cost per result goal."

Dynamic Creative

- Click on the "Dynamic creative" toggle to **turn it on**. With this setting, you can use different text and images for the same ad, and Facebook will figure out which performs best for you, which is great for agents who are new to digital advertising. (Also, remember when we said the "A/B testing" option was unnecessary in Step 2? This is why. With the "Dynamic creative" switched on, it'll automatically take care of that for you.)
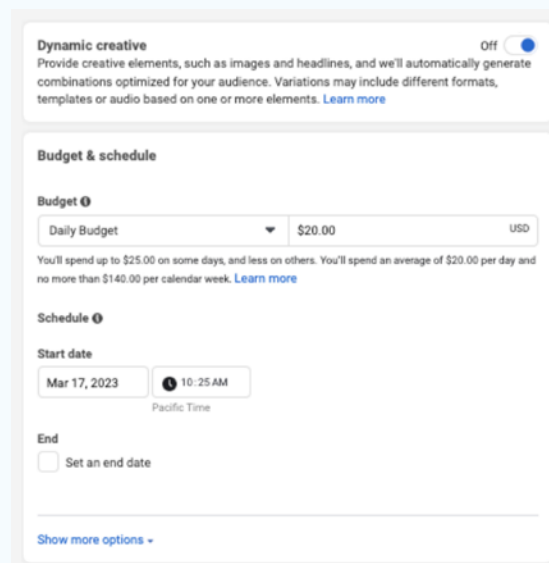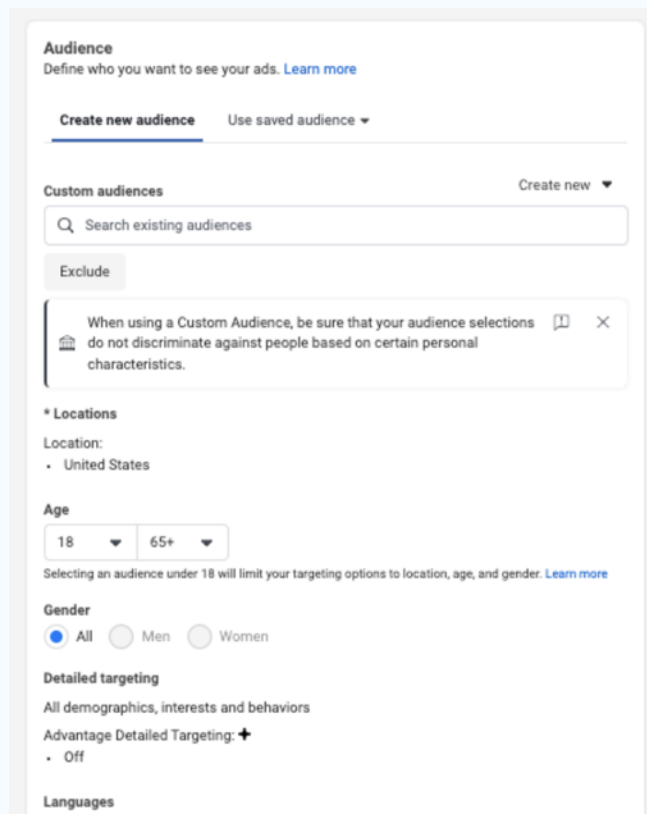
Budget & Schedule

- We recommend setting a **low daily budget** to start off with. As you gain experience and learn from your campaigns over time, you may want to increase your budget.
- Use the **default start date/time**, unless you want to schedule for the future.

Audience

▶ This is where you'll build your audience which every ad in this ad set will target. We go into detail about this in the "Guidance for Step 3" section, so you can reference that if you don't already have this established. For now, feel free to stick with the default settings.

Placements

▶ Like Facebook, we recommend using the "**Advantage+ placements**" setting rather than the "Manual placements." It's easier for you to set up and – in our experience – just as effective as manually selecting placements.

▶ Click the "**Next**" button at the bottom right corner.
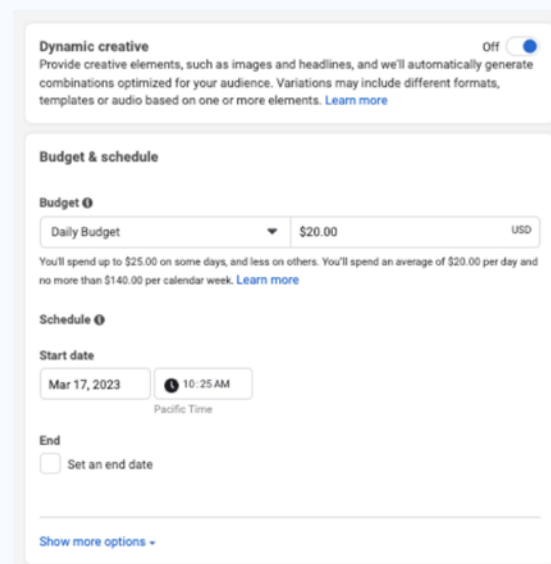
Step 4: Create Your Ad

Now that the preliminary setup work is done, it's time to create the ads that will appear in local buyers' and sellers' feeds! On this page, you'll see several panels. Specifically, we're going to work with "Ad setup," "Ad creative," "Form," and "Tracking."

Ad Setup

▶ We recommend sticking with the **default settings** – "Create ad," "Single image or video," and "Multi-advertiser ads."

Ad Creative

▶ Click on "Add media" and **upload two or more images** you want to use for your ad. (For help, see the "Guidance for Step 4" section below!)

▶ Write a few (or more) different "**Primary text**," "**Headline**," **and "Description" options**. For each, write the first option in the space provided. To add more, click "Add another option."

- ▶ From the "Call to action" dropdown menu, we recommend using the "**Learn more**" option because it's compelling and tends to be the best fit for the content of most real estate agent ads.

Call to action ⓘ

Learn more ▼
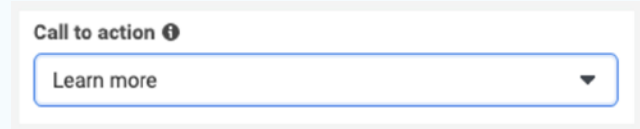
Form

- ▶ The form appears after a potential lead has clicked on your ad's CTA button. It's where they fill in their contact details and submit it to you.
- ▶ **Name**: For easy reference, it's a good idea to give your form a name that's relevant to the ad's theme.
- ▶ **Form Type**: Select "More volume."
- ▶ **Image**: Adding an image isn't necessary, but it's a great way to improve the overall "feel" of your ad/form.
- ▶ **Greeting**: We strongly recommend using a greeting. Remind people of the value you're offering with the ad (e.g., a home valuation for seller leads or to see available listings for buyers). You can largely reiterate the ad copy here.
- ▶ **Privacy Policy Page**: Meta requires you to link to the privacy policy page on your website. Learn what needs to be on your privacy policy page. Don't have one? Unfortunately, you'll need to create one and publish it on your site, or upload a PDF version to Google Drive and link to that.
- ▶ **Message for Leads**: This message appears after your lead has submitted the form. By that point, you have captured the lead. But you still have to keep them engaged and excited! So link to your website (using the "View website" call to action), and share a testimonial that's relevant to the ad (e.g., from a client you helped sell for well above asking) and reiterate how exactly you're going to help them.
- ▶ **Note**: There isn't a rule about how many fields you should include (i.e., questions you should ask) in your form. But keep in mind – the more you require of your potential leads, the less likely it is they'll submit the form. So it's best to keep it short and capture the essentials (which Facebook will automatically pull from the user's account): phone number, email address, and name.

Tracking

- ▶ You don't need to change any of the default settings on this panel.

Once you've completed everything on this page and the ad preview looks the way you want it to, go ahead and click the green "Publish" button at the bottom right corner.

Congratulations on publishing your first Facebook lead ad!

Guidance for Step 3: Audience Selection

This section is all about choosing who sees your Facebook and Instagram ads (which corresponds with "Step 3" above).

There are three primary targeting options which are ideal for real estate agents:

1. Using location and age
2. Retargeting your website visitors
3. Targeting your prospect list

(Note: You may notice the "audience lookalike" option, but since that's best for national businesses and not local businesses such as yours, we wouldn't recommend using that.)

Let's take a closer look at each so you can determine which will work best for your situation.

## Targeting Option #1: Use Location & Age

We start here because this is the easiest and best option. After all, you're not looking for just any leads. You're looking for leads only from your service area.

Simply enter your city and/or a specific ZIP code, and only the people you want as clients will see your ads. (If you go with the "city" option, we recommend selecting "+10 miles" as the radius—the more narrow the geographic focus, the better, and this is as narrow as Facebook ads allow you to get.)

PRO TIPS:

► Exclude the regions that are outside your target market (i.e., where you can't or don't want to serve). That's an often-overlooked step, but it's very important for maximizing your ROI.

► To make things easier for next time, save commonly used targeting options. Visit this page or click the hamburger (the three stacked lines at the top right corner) and select "Audiences." Then click on the blue button that says "Create Audience" and select "Saved audience."
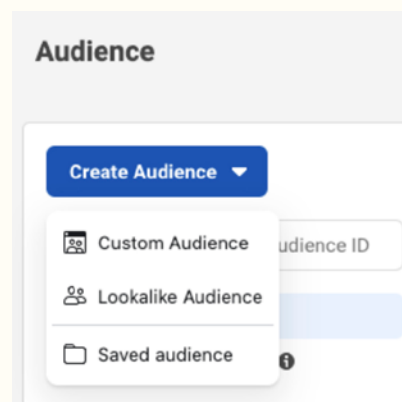
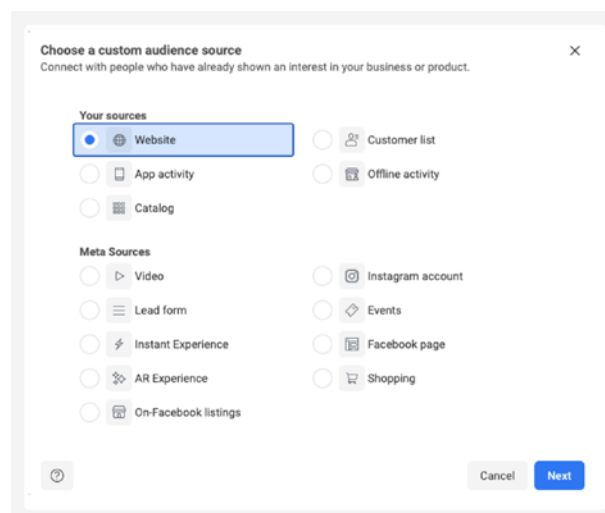## Targeting Option #2: Retarget Your Website Visitors

To do this, you need to implement what's called a tracking pixel – a hidden piece of code that allows you to track potential leads who visit your site.

You can retarget or exclude users based on the specific pages they visit. For example, you could target people who visit your listings page, but exclude those who've already visited your contact page once before.

Before you get too excited about this option, here's a fair warning. Working with code may require some website development skills. And depending on your website provider, this option may be complicated (if not impossible) to set up. For those reasons, it's not the best option for most agents.

Learn everything you need to know about the Facebook pixel.

To set up an audience in the Facebook Ads Manager using a tracking pixel on your site, visit this page or click the hamburger (the three stacked lines at the top right corner) and select "Audiences." Then click on the blue button that says "Create Audience" and select "Custom Audience" from the list. For the "Custom Audience Source" list, select "Website" and follow the prompts from there.

Don't Have a Website?

Get a customizable, lead-capturing website that's integrated with your MLS's IDX feed so you can take your business to the next level.

Learn More
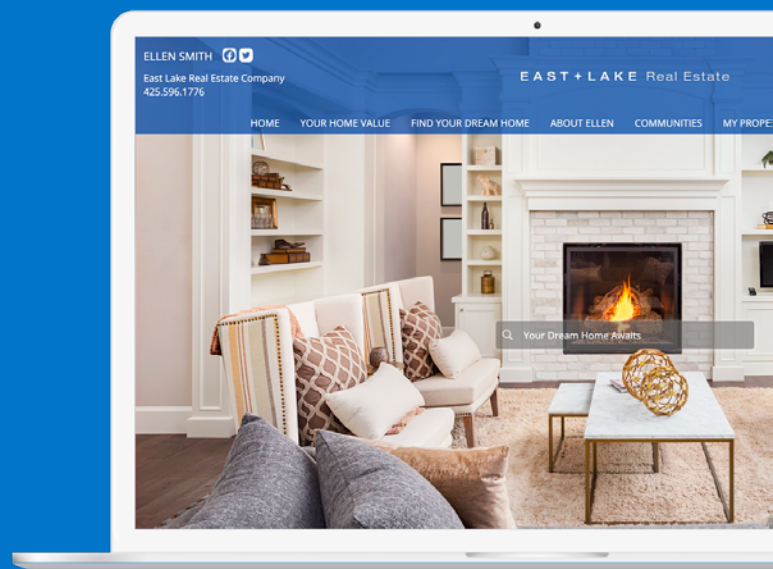
Targeting Option #3: Target Your Prospect List

If you have a large enough prospect list (more than 200 people), you can target them with Facebook ads by uploading it to the Ads Manager. Facebook matches the data you upload with the contact information they have for their users. (Don't worry, Facebook won't steal your data.)

The match rate (i.e., the uploaded list size vs. the matched audience size) is usually about fifty percent. Use as many types of contact information as Facebook accepts to ensure the match rate is high.

To target your prospect list using Facebook Ads Manager, click the hamburger (the three stacked lines at the top right corner) and select "Audiences." Then click on the blue button that says "Create Audience." Select "Custom Audience" from the list and choose "Customer list" from the available options.
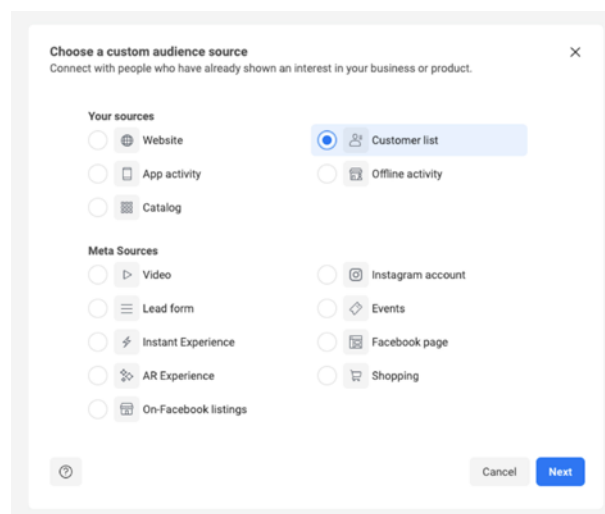
Guidance for Step 4: How To Create Effective Ads

As you launch more Facebook lead ad campaigns, you'll begin to notice what kinds of images, videos, and messages work best for you and your target market. But at first, it can be difficult to find a good starting point, so here are some pointers to reference as you're going through "Step 4" of the campaign setup.

> *Q. Which Media Should I Use?*
>
> **A. Short Answer:** It Depends.
>
> **Long answer**: Here are some thoughts to consider for each media type you can choose from…

Single Image

- ▶ This tends to be the best option for most advertisers. Single images are easy to create (using a platform like Canva), download for free (from a site like Unsplash or Pixabay), or purchase (from sites like iStock or Shutterstock).
- ▶ Simple is okay, but boring is ignorable. So be creative with your image choices. The best images capture and hold attention.

- Make sure you use high resolution pictures so they don't look pixel-y or fuzzy. Not only do poor quality, low-resolution images fail to capture attention (at least in a good way!), but they also look cheap. And that's definitely not the kind of first impression you want to make.
- Be intentional. The images you use should be closely related to the audience you're targeting, the call to action, and the ad's overall message – not just a random image that caught your eye. For example, if you're targeting springtime home buyers, a photo of a cute puppy wearing a tutu or an abstract illustration that metaphorically depicts the current state of the housing market may not be effective.
- Don't use your company logo as the image. Facebook automatically includes your company name and logo in the upper left-hand corner of the ad.
- If you use text in your images, be mindful that Facebook penalizes (i.e., reduces the visibility of or removes) ads that contain images with too much text in them. So keep it simple.

We recommend using two aspect ratios for your images: 1:1 and 1.91:1. The recommended image size for the "Single Image" ad format is 1,200 pixels wide and 628 pixels tall for the 1:91:1 aspect ratio and 1,080 pixels wide and tall for the 1:1 aspect ratio. While it's fine to use larger or smaller images than that, always use the recommended image ratio for your chosen ad format (e.g., 1:1 or 1.91:1 for the "Single Image" format). Otherwise the image won't fit properly within the ad, making you look unprofessional.

Also note that the edges of Facebook ad images sometimes get cropped off, so make sure all of the important components of the images you use (e.g., any text in the image) have buffer space between them and the closest border.

Videos
- ▶ If you have the skill, time, and resources to create high-quality video advertisements, then this is the best option. They produce the highest click-through rates of all the media choices.

- ▶ If you can't go all out to create stunning videos, it's probably best to go with a single image.

Carousel
- ▶ We wouldn't recommend using the carousel option. Sure, it might increase engagement with the ad itself as people click through the carousel, but that engagement likely won't increase your lead volume.

Slideshow
- ▶ We wouldn't recommend this option either. It requires more work to create a strong presentation, as opposed to using a single image. And yet, the performance tends to be approximately the same. Any performance increases you get from your slideshow likely won't be enough to justify the time and energy you spent putting it together.

> **Q. What Should I Write?**
>
> **A. Supercharge Your Ads With Compelling Marketing Copy.**

As with any kind of ad copy, less is often more. Refrain from using too many words, and ensure every word is laser-focused on enticing Facebook users to click on your ad.

Action-oriented phrases typically work better than bland phrases with similar meanings. For example, "Check Out These Hot Seattle Homes for Sale!" is a more compelling headline than "Seattle Homes for Sale."

Allude to the CTA repeatedly throughout your ad copy. For example, an ad offering a free home valuation might look something like this:

- ▶ Headline: "Get a Free Home Valuation Today!"
- ▶ Primary Text: "Local home prices are rising rapidly. Find out how much your home could sell for by requesting a free home valuation."
- ▶ Description: "Homes that would have sold for $400,000 a decade ago are selling for $600,000 today. Find out how much your home could sell for!"

Learn from Meta what the best practices are for writing the text for your ads.

Headline

The headline needs to capture your prospects' attention. And that's no easy task on Facebook and Instagram, considering they're scrolling through perhaps dozens of posts from influencers, their friends, family members, other advertisements, and whoever else.

So how do you do it? Here are some of the most common ways advertising experts catch attention:

- ▶ Simply state the benefit of buying or selling right now. (Example: "Sell Your Home & Upgrade Your Lifestyle")
- ▶ Use social proof, such as a testimonial or a number. (Example: "I've Sold 120 Homes in 5 Years")
- ▶ Arouse curiosity – spark intrigue or ask a question. (Example: "Home Prices Up 50%! How Much Is Yours Worth?")
- ▶ Make a promise or a guarantee. (Example: "You Won't Find a Better Listing Agent")

Primary Text

The headline is what captures attention, but the primary text is what gets people to click on your ad and fill out the lead form.

When done poorly, the primary text will be all about you – who you are, what you've done, and why you're the best. That kind of self-promotion is rarely effective.

Instead, offer value and make it all about the prospect. Explain how you can help with their needs and interests. For example, "There are so few homes for sale right now in [city name] that you'll be shocked by what yours is worth. Get a FREE and FAST home valuation today!"

Description

If you've nailed the header and pretext, you won't need to write anything in the "Description" field at all. It's often truncated (if it's displayed at all), so it deserves the least attention of all the Facebook ad components.

But if you choose to write a description, make sure the message is distinct from the header and primary text while still being closely tied to them. Use it to go into detail about a property or to share more about your expertise, for example.

Getting Leads Into Your CRM

So far in 2023, the housing market has "cooled" significantly compared to the extremely hot market of 2020–2022. Home prices are no longer rising, for example, and inventory is still at less than half its normal levels. Meanwhile, more and more agents are entering the field. (There are approximately 3 million licensed real estate agents in the U.S. More than 1.5 million of whom are REALTORS®, which is an all-time high.)

What does all that have to do with anything?

It means agent competition is stiff right now. And while that's good news for consumers, it means agents will need to level up their business practices in order to stand out from the crowd and find new clients.

Among the best ways you can do that is to use a marketing automation tool that empowers you to build meaningful relationships through lead engagement and lead nurturing. Only those who stay connected to their database will overcome the current challenges and end up thriving on the other side.

It's important to generate leads using ads on Facebook and Instagram, but none of your efforts there will impact your commission income if you don't know what to do with your leads once you get them.

That's where customer relationship management (CRM) comes in. We recommend bringing each one of your leads into a robust CRM built exclusively for real estate agents. But here's the problem...

Meta does not automatically export the leads you've generated with Facebook ads to your CRM.

This is perhaps the platform's biggest drawback – you must proactively find a way to pass your leads' contact information into your CRM. There are two ways to do this.

Option #1: Download New Leads From Facebook Ads Manager

- ▶ View your campaigns in the Facebook Ads Manager.

- ▶ That will open up a window with three tabs. Click on the "Ads" tab. Find the "Results" column, and click on the link that says "On-Facebook Leads."

Have questions? Get Meta's complete breakdown for downloading leads data from Ads Manager.

- ▶ **Last Step: Upload Your List of New Leads**. You've downloaded your list of "on-Facebook" leads. But now you need to add that list to the contact list within your CRM, email marketing platform, or whatever system you use to track and manage your contacts.

Option #2: Use a Third Party Software Provider To Import Your New Leads Automatically

For example, here are three high-quality providers to consider:

market leader	**mailchimp**	**Constant Contact**
With Market Leader's Network Boost, the leads' info is passed directly to your real estate CRM. They get an email which introduces you and drives them to your website.	Connect Facebook to your Mailchimp account to publish ads, and add signup forms, automatically transfer your contacts into Mailchimp's email marketing system, and more.	You can have your new leads brought into your Constant Contact system automatically with the help of Zapier.
		Learn More ▶
Learn More ▶	**Learn More ▶**	

10 **Examples** of Facebook Lead Ads That Work

5 Example Ads Designed To Generate Buyer Leads

OFFERING A "BUYER'S GUIDE DOWNLOAD" LEAD MAGNET

YourFacebookPage

Confused about the home buying process? Get all your questions out of the way so you can make your search a success.

The Road to Homeownership
A Start-to-Finish Guide to Buying a Home

Download the Free Buyer's Guide Now!

Post Text

Image

Headline & Description

HIGHLIGHTING A HOME & OFFERING EXPERT ADVICE

YourFacebookPage

Looking for a home in Clarksville or nearby? Get information on recently sold homes by connecting with a real estate expert!

1234 Main St. | Clarksville, TN 37042
Recently renovated and full of updates, this cute 2-story home is close to some of the city's highest rated schools and within minutes of not one but two parks.

EXTENDING AN OPEN HOUSE INVITATION

YourFacebookPage

Coming soon! This GORGEOUS 4 bed / 3 bath rancher is going to go fast 🔥 (Especially after the upcoming open house.)

Don't Miss Your Chance to Get a Tour

PROVIDING A LOCAL MARKET UPDATE

YourFacebookPage

Don't worry, the market isn't crashing. Now's a good time to buy! ✅Lower interest rates ✅More homes to see ✅Dream home!

See This Week's New Listings

SHOWING OFF A "JUST LISTED" HOME

YourFacebookPage

New Lakeside home on the market! This must-see luxury bungalow is the epitome of dreamy. (3 bed / 2 bath)

Find Your Dream Home Today

5 Example Ads Designed To Generate Seller Leads

OFFERING A "FREE HOME SELLER CHECKLIST" LEAD MAGNET

YourFacebookPage

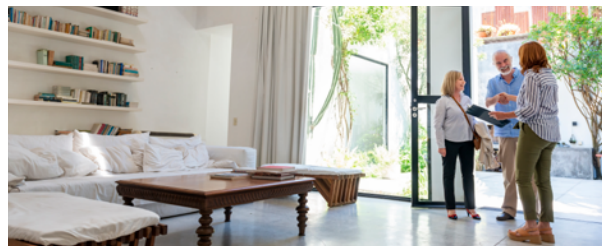Selling your home doesn't have to be hard. Sell at (or above) asking price, hassle-free and stress-free.

Download My Free Home Seller Checklist

OFFERING A FREE HOME VALUATION

YourFacebookPage

Find out how much your home could sell for by requesting a free home valuation.

Get a Free Home Valuation Today!
Homes that sold for $230k a decade ago are now selling for $530k. Find out how much your home is worth today!

SHARING A MARKET UPDATE

YourFacebookPage

Ready to sell? Housing inventory is still low, which puts you in a great position to sell high. 📈

Sell & Upgrade to Your Dream Home
Think we're experiencing another housing bubble? Think again. I just listed this gorgeous 4 bed / 3 bath home in Springfield and received 3 offers in 3 days.

ESTABLISHING YOURSELF AS THE AREA'S EXPERT

YourFacebookPage

Considering selling your home? I sold 23 Clarksville homes last year, and I can sell yours too. Request a free home valuation today!

Sell With the Clarskville Expert
Having 11 years of experience in the Clarksville area means I know how to sell quickly and often above asking price. Ready to get started? Call me at 888-555-1234 today.

SHARING A "JUST SOLD" LISTING

YourFacebookPage

📍I just sold a 4 bedroom home in Springfield for $535,000. Find out how much yours could sell for! 🎈

Wondering How Much Your Springfield Home Is Worth?
No real estate agent has more experience selling Springfield homes above asking price than I do. Call me at 888-555-1234 to learn what your home is worth!
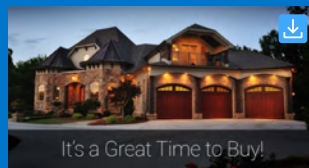
Downloadable Ad Images

You can upload these images to Facebook and use them with your ads, or you can draw inspiration from them when creating your own images.

> **Click on an image** to open it in your browser, then right click on the browser image **to download** it to your computer.

Buyer Ads

Seller Ads

Top 4 Ways To Avoid Wasting Your Facebook Ads Budget

Facebook advertising can be a fantastic way to get more clients, but it can also quickly burn through your marketing budget without generating many leads if you don't follow these best practices.

1

Set Low Daily Budgets at First

It might be tempting to "throw money" at Facebook ads and hope that solves your need for leads. But that's not how lead generation on Facebook works. Instead, set a daily budget that's far less than you'd be willing to spend every day (even $10 per day might be enough). From there, test, monitor results, iterate, and – only after discovering what performs best – gradually increase your daily budget.

2

Follow Up Quickly

"Speed to lead" is essential. If you don't see that you've received a new lead and respond quickly, they're much less likely to respond (let alone work with you) when you try to contact them. You need a system that alerts you immediately about incoming leads and/or replies to them automatically on your behalf. Otherwise, you'll be wasting your money on your ads, even if you're generating a sufficient amount at a good cost per lead.

3

Be Meticulous About Audience Targeting

Writing compelling ad copy is important. Designing your ad with the perfect media is also important. But you can still fail to generate leads and convert them into clients if you don't target the ideal types of people with your ads – people in your local market who are the right age for buying or selling a home and are actively looking to do so.

Once you've honed a particular go-to segment of your target market, run tests with new segments concurrently to see if you can draw even more (or different types of) leads. As with any other skill, you'll never truly master Facebook advertising, so you won't ever reach a point where your campaigns couldn't benefit from additional testing – so test again, iterate again, and repeat.

4

Write a Compelling Call to Action (CTA)

To clarify, we're not talking about the "Learn More" call to action button that you'll use for your ads. This is about your message within the ad and the kind of response you're hoping that message will get. Weak CTAs will garner weak responses. If you don't come out and ask your prospects explicitly to take a very specific action (e.g., "Get a Free Home Valuation"), chances are they won't take it. Don't leave it up to them to interpret your message; your CTA should be simple to do and easy to understand.

Here's the secret to success: the ad content (including the CTA) should match the prospect's needs and interests. For example, a generic ad that says "contact me if you want to buy or sell" will be less effective than an offer to tour available listings (for buyers) or an offer for a free home valuation (for sellers). Trigger emotions, highlight the benefits, and use verbs.

Get Everything You Need In One System

You need to generate and convert leads. And the best way to do that is to leverage an end-to-end customer relationship management system, a customizable IDX website, a fully-integrated marketing design center, and expert-level training and support.

If only there was one system that could do it all.

Well, there is. It's called **Market Leader Professional.**

Learn More

Get a Steady Stream of Social Media Leads

Looking for a quick and easy way to grow your database?

With Network Boost, you can receive around 50+ exclusive leads from your desired areas every month for as little as $300/mo. The system even takes care of the time-consuming lead follow-up for you, automatically engaging your leads until they're ready to connect.

Learn More

What Is Market Leader?

Market Leader has been a pioneer in lead generation and contact management systems since 1999. Our mission is to make life-long customers through outstanding products, leads, and customer support.

Educating agents how to get and convert more leads is also a core part of what we do. Discover additional resources from Market Leader:

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